



# Science, Technology, & More!



## Marking Period Three

## Space Hotel: Ad Campaign

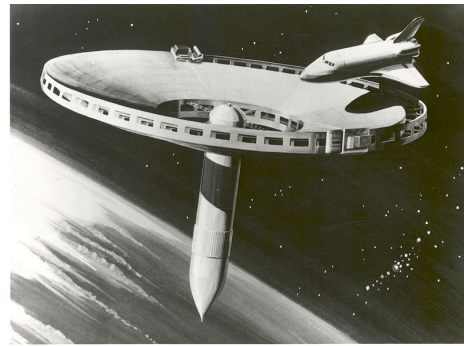
Your assignment is to create an advertising campaign for an Orbiting Space Hotel. Since the cost of flying to the Hotel will be enormous, you will have to convince people that the experience of the visit will be worth the price. You can create the advertising campaign using newspaper ads, radio spots, television commercials, web sites, travel brochures, or any other medium that receives prior approval of the teacher.

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Since your target audience has never been to anyplace like this hotel, you will have to "paint a picture" about what to expect when they get there. In addition to the usual luxuries of a resort hotel, your descriptions should show them why their experience in the Orbiting Space hotel will be unlike any other experience they've ever had!



<http://spaceflight.nasa.gov/gallery/images/shuttle/sts-129/html/iss021e029824.html>



<http://dayton.hq.nasa.gov/IMAGES/LARGE/GPN-2003-00095.jpg>

Here are some important features of the hotel:

In the first building, you will experience weightlessness. One room is dedicated to "flying" with soft cushioning lining all surfaces of the room, and strap-on wings for participants. Another room is dedicated to "bouncing", with elastic material lining all surfaces of the room. There are additional empty rooms for you to design something interesting!

In the second building, you will experience simulated gravity. The building is a cylinder that spins, so guests can walk on the inner surface. One of the rings is a jogging track, where you can run as long as you want without ever changing directions. Another ring is a bowling alley, where the pins are behind you and there is no need for a ball-return. There are additional empty rings for you to design something interesting!

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Your assignment is to create an advertising campaign.

You may work alone or with one other person taking Mr. Cox's Science and Technology class;

you must accurately describe the experience of microgravity;

you must accurately describe the experience of simulated gravity;

you must convince your target audience that their trip will be worth the price;

you must submit a proposal describing the campaign on Tuesday, March 9, 2010.

you must submit a progress report on Tuesday, March 16, 2010.

you must submit your finished ad campaign on Tuesday, March 23, 2010.

The rubric on the back of this page will be used to grade your project.

# **RUBRIC FOR SPACE HOTEL AD CAMPAIGN**

PLANNING AND EXECUTION					
A: Planning	The Weightless Room plan was submitted on time.	The Spinning Ring plan was submitted on time.	The Progress Report was submitted on-time.	The Progress Report described any changes to the original design.	The Progress Report included a "to-do" list of unfinished tasks.
B: Completion	Project was submitted on-time.	Project showed evidence of personal interests.	Project took advantage of personal talents.	Project demonstrated effective use of the technology.	Project embodied outstanding production qualities.
D: Reflection	Five points are awarded for a written review of the project after it has been demonstrated in class (details on this assignment to follow).				
				Planning Score:	0

<b>SCIENTIFIC UNDERSTANDING</b>	"Objects in Motion" concept was accurately incorporated.	"Objects at Rest" concept was accurately incorporated.	"Force causes Acceleration" concept was accurately incorporated.	"Mass resists Acceleration" concept was accurately incorporated.	"Forces come in Pairs" concept was accurately incorporated
E: Microgravity Room					
F: Spinning Ring					
<b>MARKETING EFFECTIVENESS</b>	Newton's Laws of Motion were used to generate customer interest.	Concepts of "Up and Down" were used to generate customer interest.	Views outside of Space Hotel were used to generate customer interest.	Differences from Earth Gravity was used to generate customer interest.	Shape of room was used to generate customer interest.
G: Microgravity Room					
H: Spinning Ring					
<b>Design Score:</b>					0

**Total Score:** 0